



# 5 tips on how to create a job search strategy

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**In the iconic business film, Glengarry Glen Ross, Alec Baldwin's cut-throat character immortalised the sales belief of ABC—Always Be Closing. If you want a PR job that symbolises everything you are passionate about, employ an aggressive sales strategy to get the job you want. Try these following five tips:**

### **1. Use Job Aggregators**

Aggregators are an essential part of looking for a job online. The trick to using job aggregators is to use key search terms. For example, if you are looking for a marketing & communications job, search for 'marketing assistant' or 'communications assistant'. Entry level PR roles for graduates can be tricky to find using aggregators, yet it depends on what search terms you use. Try terms like 'press assistant' instead of junior press officer. Also keep your eyes on 'PR assistant' and 'PR Account Executive' if you are searching for an entry-level agency job.

### **2. Perfect the art of the cold email**

If you are looking for that elusive job in PR, marketing and communications, use a cold email to get your foot in the door. Use LinkedIn to find the name of the contact you want to get in touch with. Try and look at your cold email as a digital knock on the door into getting the job you want.

### **3. Follow up**

This is one of the most difficult parts of anyone because it involves putting yourself out there, potentially to get rejected. Instead, look at it as a chance to let people know all about you. Did you ever get the business card of the PR consultant who came to your university to do a careers talk? If so, send an email following up with him to let him or her know that you have graduated. Following up via telephone is daunting yet it adds a human edge in this world of social media.

### **4. Use the post**

Snail mail marketing has come back in style for marketers who want to stand out. If you want that perfect job in PR & marketing, show employers that you have a 360 degree approach to marketing by sending a cold letter in the post. In our digital age of Twitter and Facebook, the ability to show that you understand the traditional side of marketing could help you stand out especially if you follow up with a phone call.

### **5. Say thank-you**

Write a thank-you note (preferably hand-written), even if you do get rejected for a job. The applicants who stand out from the crowd by using courtesy and etiquette could be the job-seekers who are remembered when a vacancy pops up. Always write thank-you notes after interviews, if you get a job or if you are rejected for a job.

**With these five tips in your arsenal, start your aggressive job search this summer to land that job in PR, marketing and communications.**